

## **REMARKS**

### **Amendments**

#### ***Amendments to the Claims***

Applicant has amended the claims to more particularly point out what Applicant regards as the invention. Specifically, Applicant claims identifying a particular product displayed in a web page. Furthermore, Applicant claims displaying supplemental information for the product. No new matter has been added as a result of these amendments.

### **Rejections**

#### ***Rejections under 35 U.S.C. § 102(e)***

##### **Claims 17-18, 21-24, 27-30, 33-36 and 39-40**

Claims 17-18, 21-24, 27-30, 33-36 and 39-40 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Jakobson et. al., U.S. Patent No. 6,697,838. Applicant does not admit that Jakobson is prior art and reserves the right to swear behind the reference at a later date. Nonetheless, Applicant respectfully submits that Applicant's invention as claimed in claims 17-18, 21-24, 27-30, 33-36 and 39-40 is not anticipated by Jakobson.

Jakobson discloses creating and displaying notes for a web page. The notes system automatically displays the note when the web page is retrieved by matching the web page uniform resource locator with the uniform resource locator associated with the note. The notes are stored locally on a user's computer.

In independent claims 17, 23, 29 and 35, as amended, Applicant claims displaying supplemental information for a product identified in a web page. However, because Jakobson is directed towards displaying web page notes based on the uniform resource locator, Jakobson does not teach or suggest identifying a product in a web page and displaying information for the product as claimed. Therefore, Jakobson cannot be properly interpreted as teaching or suggesting the element as claimed. Accordingly, Applicant respectfully submits that the claims 17-18, 21-24, 27-30, 33-36 and 39-40 are not anticipated by Jakobson under 35 U.S.C. § 102(e) and respectfully requests the withdrawal of the rejection of the claims.

**Claims 19-20, 25-26, 31-32 and 37-38**

Claims 19-20, 25-26, 31-32 and 37-38 stand rejected under 35 U.S.C. § 103(a) as being obvious over Jakobson and Harris et. al., U.S. Patent No. 6,014,635 (previously cited). Applicant respectfully submits that the combination of does not teach or suggest each and every limitation of Applicant's claims 19-20, 25-26, 31-32 and 37-38. Claims 19-20, 25-26, 31-32 and 37-38 depend from independent claims 17, 23, 29 and 35. Independent claims 17, 23, 29, and 35, as amended, recite displaying supplemental information for a product identified in a web page. As discussed above, Jakobson does not teach or suggest this claimed limitation. Furthermore, because Harris is directed towards providing a discount credit based transition network, Harris cannot teach or suggest the claim limitation. Therefore, combination cannot render obvious Applicant's claims 17, 23, 29 and 35 and the claims depending from them (19-20, 25-26, 31-32 and 37-38). Applicant respectfully requests the withdrawal of the rejection of the claims under 35 U.S.C. § 103(a) over the combination.

**SUMMARY**

Claims 17-40 are currently pending. In view of the foregoing amendments and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Applicant respectfully requests reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Eric Replogle at (408) 720-8300 x258.

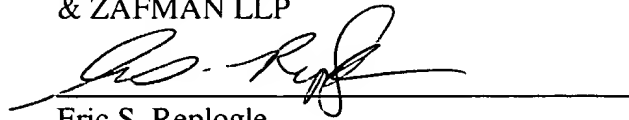
**Deposit Account Authorization**

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR  
& ZAFMAN LLP

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Eric S. Replogle  
Registration No. 52,161

12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1026  
(408) 720-8300